

Traffic Order# 50084

Printed: 08/29/2012 9:57 AM  
Last Received: 08/28/2012 10:22 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

<b>Station</b>	EKRC-TV CINCINNATI, OH
<b>Advertiser</b>	( ) POLITICAL
<b>Product</b>	OBAMA 4 AMERICA *A
<b>Estimate#</b>	1536
<b>Buyer</b>	Meredith Kaufman
<b>Phone#</b>	
<b>Fax#</b>	

**Agency** ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
**Agency C/P1/P2/E** 95/101/1536  
**Flight Dates** 09/12/2012 - 09/17/2012  
**Hiatus Weeks**

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

**Salesperson Phone#** 202-955-5342  
**Salesperson FAX#** 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-NO SPOTS ON 9/11. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	W-F,M	5A-6A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$5.00	09/12-09/17	2	1	2	\$10.00	
		V3 Days Changed, Effective Dates Changed										
	*2	W-F,M	6A-7A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$10.00	09/12-09/17	2	1	2	\$20.00	
		V3 Days Changed, Effective Dates Changed										
	*3	W-F,M	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$20.00	09/12-09/17	2	1	2	\$40.00	
		V3 Days Changed, Effective Dates Changed										
	*4	W-F,M	8A-9A	LITTLE HOUSE ON THE PRARIE	:30	\$10.00	09/12-09/17	2	1	2	\$20.00	
		V3 Days Changed, Effective Dates Changed										
	*5	W-F,M	10A-11A	ANDY GRIFFITH/ANDY GRIFFITH	:30	\$15.00	09/12-09/17	2	1	2	\$30.00	
		V3 Days Changed, Effective Dates Changed										
	*6	W-F,M	11A-12P	BILL CUNNINGHAM SHOW	:30	\$20.00	09/12-09/17	2	1	2	\$40.00	
		V3 Days Changed, Effective Dates Changed										
	*7	W-F,M	12P-1230P	LOCAL 12 NEWS AT NOON	:30	\$15.00	09/12-09/17	2	1	2	\$30.00	
		V3 Days Changed, Effective Dates Changed										
	*8	W-F,M	1P-130P	AMERICA'S FUNNIEST VIDEOS	:30	\$20.00	09/12-09/17	2	1	2	\$40.00	
		V3 Days Changed, Effective Dates Changed										

Rep Order# 9793442 Ver# 3 Status Revised  
EC'd Yes

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*9	W-F,M	130P-2P	AMERICA'S FUNNIEST VIDEOS V3 Days Changed, Effective Dates Changed	:30	\$20.00	09/12-09/17	2	1	2	\$40.00	
	*10	W-F,M	2P-3P	LAW & ORDER: CI V3 Days Changed, Effective Dates Changed	:30	\$20.00	09/12-09/17	1	1	1	\$20.00	
	*14	W-F,M	4P-5P	THE DOCTORS V3 Days Changed, Effective Dates Changed	:30	\$30.00	09/12-09/17	2	1	2	\$60.00	
	*15	W-F,M	5P-6P	FAMILY FEUD / FAMILY FEUD V3 Days Changed, Effective Dates Changed	:30	\$35.00	09/12-09/17	2	1	2	\$70.00	
	*16	W-F,M	6P-630P	FAMILY GUY V3 Days Changed, Effective Dates Changed	:30	\$40.00	09/12-09/17	2	1	2	\$80.00	
	*17	W-F,M	7P-730P	TWO & A HALF MEN V3 Days Changed, Effective Dates Changed	:30	\$70.00	09/12-09/17	2	1	2	\$140.00	
	*19	W-F,M	10P-1035P	LOCAL NEWS AT 10P V3 Days Changed, Effective Dates Changed	:30	\$25.00	09/12-09/17	2	1	2	\$50.00	
	*20	W-F,M	1035P-1105P	SEINFELD V3 Days Changed, Effective Dates Changed	:30	\$25.00	09/12-09/17	2	1	2	\$50.00	
	*21	W-F,M	1105P-1135P	TWO AND A HALF MEN V3 Days Changed, Effective Dates Changed	:30	\$30.00	09/12-09/17	2	1	2	\$60.00	
	*22	W-F,M	1135P-1205A	HOW I MET YOUR MOTHER V3 Days Changed, Effective Dates Changed	:30	\$30.00	09/12-09/17	2	1	2	\$60.00	

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Salesperson FAX# 202-955-5348

---REPORT TOTALS---

Report Totals: 35 / \$860.00

---SALES MONTHLY TOTALS---

Sep 12: 42 / \$1,015.00

Sales Totals: 42 / \$1,015.00

Station Totals: 42 / \$1,015.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$101,500	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null  
Demos RA35+

# Spot Manager: All, 09/12/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
Order: 50082												
<b>Line: 1</b>												
09/12/12	Wednesday	5:57:46 AM	:30	\$5.00		5a Good Morn Cincinna	5a-6a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
09/17/12	Monday		:30	\$5.00		5a Good Morn Cincinna	5a-6a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
											2	
<b>Line: 2</b>												
09/14/12	Friday	5:59:25 AM	:30	\$10.00		6a Good Morn Cincinna	6a-7a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
09/17/12	Monday		:30	\$10.00		6a Good Morn Cincinna	6a-7a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
											2	
<b>Line: 3</b>												
09/14/12	Friday		:30	\$20.00		7a Good Morn Cincinna	7a-8a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
09/17/12	Monday		:30	\$20.00		7a Good Morn Cincinna	7a-8a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
											2	
<b>Line: 4</b>												
09/14/12	Friday	5:58:56 AM	:30	\$10.00		M-F 8a-9a	8a-9a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
09/17/12	Monday		:30	\$10.00		M-F 8a-9a	8a-9a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
											2	
<b>Line: 5</b>												
09/12/12	Wednesday	1:28:51 AM	:30	\$15.00		M-F 10a-11a	10a-11a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
09/17/12	Monday	1:01:35 AM	:30	\$15.00		M-F 10a-11a	10a-11a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
											2	
<b>Line: 6</b>												
09/13/12	Thursday	1:29:26 AM	:30	\$20.00		M-F 11a-12p	11a-12p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
09/17/12	Monday		:30	\$20.00		M-F 11a-12p	11a-12p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
											2	
<b>Line: 7</b>												
09/12/12	Wednesday	12:08:52 PM	:30	\$15.00		M-F 12p-1230p	12p-1230p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
09/13/12	Thursday		:30	\$15.00		M-F 12p-1230p	12p-1230p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
											2	
<b>Line: 8</b>												
09/12/12	Wednesday	1:49:45 PM	:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
09/17/12	Monday	1:30:44 PM	:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
											2	
<b>Line: 9</b>												
09/13/12	Thursday		:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
09/17/12	Monday	1:50:10 PM	:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH-
											2	
<b>Line: 10</b>												
09/17/12	Monday	2:19:48 PM	:30	\$20.00		M-F 2p-3p	2p-3p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH-
											1	

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/12/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
Order: 50082												
Line: 11												
09/15/12	Saturday		:30	\$10.00		Sa 12p-6p	(3:00:00 PM-4:00:00 PM)	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH-
											1	
Line: 12												
09/16/12	Sunday	12:50:30 PM	:30	\$10.00		Su 12p-7p	(12:00:00 PM-1:00:00 PM)	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH-
											1	
Line: 13												
09/16/12	Sunday	12:38:06 PM	:30	\$10.00		Su 12p-7p	(2:00:00 PM-3:00:00 PM)	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH-
											1	
Line: 14												
09/14/12	Friday	12:24:00 PM	:30	\$30.00		M-F 4p-5p	4p-5p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH-
09/17/12	Monday	12:08:05 PM	:30	\$30.00		M-F 4p-5p	4p-5p	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH-
											2	
Line: 15												
09/12/12	Wednesday		:30	\$35.00		M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH-
09/13/12	Thursday	12:47:14 PM	:30	\$35.00		M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH-
											2	
Line: 16												
09/12/12	Wednesday	12:12:56 PM	:30	\$40.00		M-F 6p-630p	6p-630p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH-
09/17/12	Monday	12:22:17 PM	:30	\$40.00		M-F 6p-630p	6p-630p	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH-
											2	
Line: 17												
09/14/12	Friday		:30	\$70.00		M-F 7p-730p	7p-730p	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH-
09/17/12	Monday	12:29:26 PM	:30	\$70.00		M-F 7p-730p	7p-730p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH-
											2	
Line: 18												
09/15/12	Saturday	12:28:26 PM	:30	\$70.00		Sa 7p-730p	7p-730p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH-
											1	
Line: 19												
09/12/12	Wednesday	12:33:36 PM	:30	\$25.00		M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH-
09/16/12	Sunday	12:07:56 PM	:30	\$25.00		M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH-
											2	
Line: 20												
09/13/12	Thursday	12:03:56 PM	:30	\$25.00		M-F 1035p-1105p	1035p-1105p	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH-
09/17/12	Monday	12:48:36 PM	:30	\$25.00		M-F 1035p-1105p	1035p-1105p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH-
											2	
Line: 21												
09/13/12	Thursday		:30	\$30.00		M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH-
09/17/12	Monday	12:17:54 PM	:30	\$30.00		M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH-

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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: EKRC-TV

Order: 50082

Line: 21

				\$60.00							2	
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Line: 22

09/13/12	Thursday		:30	\$30.00		M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
09/17/12	Monday	5:57:16 PM	:30	\$30.00		M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH

				\$60.00							2	
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Line: 23

09/15/12	Saturday	1:56:44 PM	:30	\$15.00		Sa 1035p-1105p	1035p-1105p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
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				\$15.00							1	
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Line: 24

09/15/12	Saturday	1:17:42 PM	:30	\$15.00		Sa 1105-1135p	1105p-1135p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
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				\$15.00							1	
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Line: 25

09/15/12	Saturday	1:47:36 PM	:30	\$25.00		Sa 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
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				\$25.00							1	
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				\$1,015.00							42	
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				\$1,015.00							42	
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				\$1,015.00							42	
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				\$1,015.00							42	
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				\$1,015.00							42	
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